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July 29, 1991

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Advertising Age

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INSIDE

Reader's Digest

Revolution: 'RD' opens Soviet page. **Page 3.**

Chris Collins/The Stock Market

BusinessTrack: Fax poll asks how safe is your job; reveals industry's hardest workers. **Page 13.**

LAST MINUTE NEWS

Max Factor to Lotas Minard

CINCINNATI—Procter & Gamble will assign the $15 million U.S. creative portion of the Max Factor account to Lotas Minard Patton McIver, New York, sources close to the company said. P&G is finalizing its $1.1 billion acquisition of the Factor and Betrix cosmetics and fragrance lines from Revlon. Although P&G wouldn't comment, principals from Lotas Minard were said to be at Max Factor's Los Angeles offices last week conducting focus groups. The agency has been on P&G's roster since the company bought Noxell in 1989. The winner of the international portion of Factor hadn't been determined at press time. Also undetermined was the fate of Betrix's brands, predominantly sold overseas. Sources said local conflicts at P&G's big agencies may be making the international assignment more complicated. Tarlow Advertising, New York, was Factor's agency of record, while Betrix has been handled by a variety of agencies.

Canadian ad ban overturned

MONTREAL—Canada's ban on tobacco advertising has been declared unconstitutional. The Superior Court in a July 26 ruling called the ban a violation of free speech and an intrusion into affairs of local government. RJR MacDonald, the Canadian division of R.J. Reynolds International, and Imperial Tobacco had challenged the law. In 1988, the year before the ban took effect, tobacco ad spending was $80 million. Although details and implications weren't clear at press time, an RJR International

(Continued on Page 8)

Bell ruling rings alarm

ANPA gets ready to fight against new phone services

By Christy Fisher

A decision by U.S. District Judge Harold Greene last week allowing regional telephone companies to offer information services—such as news by phone—that would compete with newspapers is triggering a huge battle.

The American Newspaper Publishers Association, which has long feared the phone companies, said it would fight the ruling.

Newspapers will be "devastatingly affected should the regional Bell operating companies enter the same marketplace," said Terry Maguire, senior VP-general counsel of the ANPA.

Judge Greene's order, which remains under a court-ordered stay pending appeals, said an appeals court decision last

Newspapers will be "devastatingly affected should the regional Bell operating companies enter the same marketplace."

year forced him to lift the ban. Judge Greene oversaw the 1984 breakup of American Telephone & Telegraph Co.

The ANPA's Mr. Maguire said this isn't just an advertising issue.

"It's an information issue," he said. "It affects all the information that travels over the telephone line, which includes all the information carried in newspapers today."

The association "will be primarily looking to the courts and the Congress" to prevent the seven regional Bell operating companies from providing information services over their own phone lines, he said.

It will also look for help from the Federal Communications Commission and state public utility commissions, he said.

The ANPA fears advertisers, whether classified or even retail, might eventually

(Continued on Page 38)

Recession's bleak legacy

Ad biz may never be the same

By Judann Dagnoli

A lingering cloud of recession is leading the advertising industry to a point of no return.

While the U.S. economy is believed to be bouncing back, marketing executives say advertising, always slower to rebound, may never get back to "business as usual" when the recession finally lifts.

One effect will be a continuing scramble for media economies long after the recession ends, sources say.

According to an *Advertising Age* survey of top media, marketing and agency executives, most expect some relief from tight ad budgets by the fourth quarter of this year, but others don't anticipate beefed up spending until mid-1992 and still others don't see a full recovery on the horizon until '93.

Harvard Business School professor John Quelch said he believes ad budgets "will see progressive relief toward the end of the year," but the spending peak of 1988-89 won't return until 1993, at least.

Many experts believe even a full recovery won't mean a return to advertising's boom years.

"I'm leery that [the advertising economy] will ever come back," said Don Schultz, professor of advertising at Northwestern University's Medill School of Journalism. "There have been basic changes occurring in the concept of how to reach people, and mass

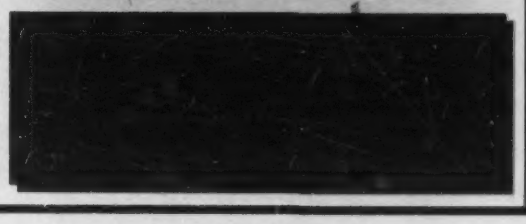
(Continued on Page 34)

"There have been basic changes occurring in the concept of how to reach people, and mass media aren't necessarily it."

Don Schultz
Northwestern University

The boom days of advertising "may be gone forever . . . . There's been a tremendous adjustment that has reshaped the face of advertising."

Maury Kelley
SmithKline Beecham



Media trade groups tottering

By Joe Mandese

The future of some media trade groups is on the line.

Organizations promoting TV, radio, magazine and newspaper advertising are facing falling memberships and hard economic times that threaten at least one group's very existence.

In the latest development, a board meeting is set for July 31 to discuss dismantling the Television Bureau of Advertising, merging with another group or streamlining operations.

The 37-year-old TvB has downsized considerably, reducing its less than $10 million operating budget by $1.6 million in the past 18 months as membership has fallen to an all-time low. Less than 400 of the nearly 1,000 U.S. commercial TV stations are now members; Fox Broadcasting Co. is the last network member.

CBS and NBC dropped out this year; ABC quit several years ago. The Big 3 networks launched their own trade group, the Network Television Association, last year.

"Our clock is ticking," said TvB President Jim Joyella. Any further loss of support "could permanently alter who we are."

TvB has had preliminary merger discussions with the National Association of Broadcasters and the National Association of Television Program Executives.

The newspaper industry also faces downsizing.

The American Newspaper Publishers Association and the Newspaper Advertising Bureau are consolidating administrative functions at the ANPA's headquarters in Reston, Va.

Moreover, the NAB is expected to absorb the International Newspaper Advertising & Marketing Executives, International Circulation Managers Association, International Newspeper Marketing Association, Newspaper Research Council, Association of Newspaper Classified Advertising Managers and Newspaper Advertising Co-op Network.

The new entity would be known as the

(Continued on Page 38)

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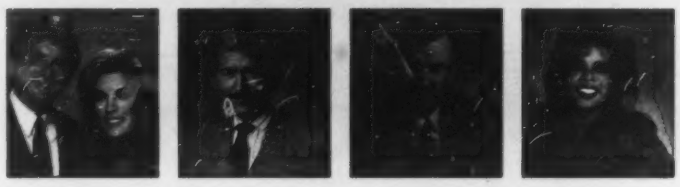

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NEWS SUMMARY

■ **Recession's fallout** may include an advertising industry that will never return to "business as usual," a survey of ad executives indicates. 1

■ **Regional Bell** companies could enter the information services market if a federal court ruling is upheld. 1

■ **Media promotion groups,** facing falling memberships and hard economic times, may be scaled back or merged. ... 1

■ **Time Warner** is selling a cross-media, football-related ad package tied to a *Sports Illustrated* special section and an hourlong season preview show on ABC-TV. 3

■ **'The National'** may be relaunched by a new publisher if current negotiations are successful. 3

■ **Jeans marketers,** including Levi's, Gitano and Wrangler, will break new campaigns soon. 3

■ **Wrangler** will introduce Timber Creek casual wear for men next month to compete with Levi's Dockers. 3

■ **Coors Brewing** has two new products on tap, Coors Dry and Coors Cutter non-alcoholic beer. 3

■ **'Reader's Digest'** is pioneering direct mail and distribution concepts in the Soviet Union as it introduces a Russian-language edition there. 3

■ **Ogilvy & Mather Worldwide** named John Blaney to the new post of executive director of worldwide clients, joining an agency trend involving multinational accounts. 4

■ **Northwest Airlines** hired four agencies to handle various parts of its marketing program. 4

■ **Cadillac** division of General Motors will break advertising next month for its Seville and Eldorado models, which have been redesigned to attract import buyers. 4

■ **Political advertising** pros and cons will be discussed in "truce talks" today between John O'Toole, president of the Four A's, and Bob Nelson, a board member of the American Association of Political Consultants. 8

■ **Weight Watchers** weight-loss centers' $30 million ad account was assigned to Earle Palmer Brown Cos. 10

■ **Nintendo of America** fired Foote, Cone & Belding and will select a new agency next month for the $20 million portion of the account FCB shared with Leo Burnett USA. 10

■ **Caboodles,** a line of plastic storage boxes, will get a $5 million ad introduction from Plano Molding Co. 22

■ **C. Henry Foltz** was promoted to president-chief operating officer from exec VP of Liggett-Stashower. 28

■ **'Dallas'** and Hanna-Barbera cartoons may become regularly scheduled telecasts in the Soviet Union, according to Worldvision Enterprises, which tested the shows there. 32

■ **Air Miles** frequent shopper plan, offering travel-related prizes for a variety of purchases, will make its U.S. debut. . 33

■ **Easy Spirit** will introduce a line of dress and casual shoes for men next month. 33

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ABP MPA ABC

WORKING LATE BLUES

Takin' care of business means lots of late hours—with dramatic effect on personal lives

It's 9:00 p.m.

The pile on the desk is no smaller. The picture of your loved ones stares mournfully from beyond the pile.

Welcome to the club, pal.

As a reader of *Advertising Age*, you have distinguished yourself as a member of a particularly hardworking group of people.

According to FaxTrack results, just about everybody in the advertiser, agency and media business works overtime. While it's not surprising those who work overtime are most likely to complain about it, a stunning 217 of 219 respondents say they put in extra hours.

Murray Alcosser/The Image Bank

As one wrote in, "It's 7 p.m. now!"

Two respondents who don't toil overtime work at media companies. Not that media companies are a picnic: 66.1% of responding media company employees say they work overtime four or more days a week.

The hardest working people in the related industries: ad agency employees. Almost 85% say they work overtime four or more days a week, including 30.8% who work at least one weekend day.

No surprise then that 82.7% say working overtime has an adverse impact on their personal lives. As one agency respondent asked, "Excuse me? What personal life?"

The best attitudes about working overtime—or perhaps the worst personal lives—reside with media company employees. Only 48.4% of the 64 media company respondents say working overtime adversely affects personal lives.

Given relative size of paychecks, it's not surprising upper managers across the various industries don't feel put upon by putting in overtime. Only 34.2% of the 73 responding upper managers say they are overworked and 54.8% say overtime hurts their personal lives. Almost 67% of the 93 middle manager respondents say they're overworked, and 73.1% say it's hurting their off-hours lives. And in the sweat shop, 71.7% of the 53 "worker bees" say they're overworked and 88.7% say it's killing their lives out of the office.

What might help matters is some compensation for their efforts. But workers across all industries and job levels say this is scarce.

Asked if they received overtime pay or comp time, one client company middle manager simply wrote in, "Ha-ha-ha."

Worker bees do best in overtime pay: 22.6% say they get it, while only 2.7% of upper managers and 5.4% of middle managers are paid to stay after hours. Upper managers are tops in comp time at 28.8% compared with only 11.8% of middle managers and 13.2% of worker bees. □

FAXTRACK

A monthly reader poll

John Pirman

Fax to:
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Or mail to: FaxTrack
c/o Advertising Age
740 Rush St., Chicago, IL.
60611-2590

Lack of confidence index

❶ How secure is your job?
- ☐ Very secure
- ☐ Pretty safe
- ☐ Kind of scary
- ☐ Downright frightening

❷ If you lost your job, would you seek a new job in the same field?
- ☐ Yes
- ☐ No

❸ How long would it take you to find another job paying the same salary?
- ☐ Less than one month
- ☐ One to three months
- ☐ Three to six months
- ☐ Six months to a year
- ☐ Longer than a year

❹ Has anyone who works in your department been laid off since January?
- ☐ Yes
- ☐ No

❺ Do you think the layoff scare has peaked in your department?
- ☐ Yes
- ☐ No
- ☐ Never was a concern

❻ If future cuts are made in your department, where will they be made?
- ☐ At the top level
- ☐ In the middle ranks
- ☐ At the bottom

❼ Where would you trim if you were told to cut staff?
- ☐ At the top level
- ☐ In the middle ranks
- ☐ At the bottom

❽ Is your supervisor's job expendable?
- ☐ Yes
- ☐ No

I work at:
- ☐ An agency
- ☐ A client company
- ☐ A media company
- ☐ Other

I am:
- ☐ Upper management
- ☐ Middle management
- ☐ Worker bee

Chris Collins/The Stock Market

Please photocopy your responses on standard-size paper and fax to us.

BALANCING ACT

Coordinated strategy, commitment critical to wooing minority staffers

By Wendy Hickey

Minority marketing executives are an increasingly hot commodity as companies target minority consumers or aim to boost racial diversity.

"There is a tremendous need for minorities in our marketing departments—in all fields—and an extremely tight supply," says Eleanor Raynolds, a partner at Ward Howell International, an executive search company.

A recent American Society of Newspaper Editors conference focused in part on the need for that segment of the industry to attract qualified minority employees. Although the number of minority journalists has more than doubled in the last 10 years, minorities make up only 8.7% of newspaper work forces while minorities account for almost 20% of the U.S. population.

One reason for the disparity is qualified minority talent often is difficult to find.

"Even with the glut of MBAs, all companies are competing for the top percentage, and you've got to court those people," says Herbert Allen, manager of human resources and college relations for Quaker Oats Co.

"With minorities, you've got to court them even more. You have to support their groups on campus. If you're not there, or if you're just a showcase, they are abundantly aware."

With such competition, attracting the best minority talent requires a coordinated strategy and commitment to a corporate minority policy, several recruiters say.

William Shackelford, president and founder of Industry Education Connection, a minority recruitment and retention consultancy, advises companies to develop a clear statement of goals that specifies a realistic number of minorities to recruit within a fixed time span.

Companies should then designate one individual to coordinate all efforts, he says.

"To have a single-minded message, no overlap and a single image on campus, you have to be coordinated internally," says Mr. Shackelford, whose client list includes Procter & Gamble Co. and IBM Corp.

To locate candidates, Mr. Shackelford recommends recruiters comb the nation's top business schools, seeking out programs with good track records in graduating and placing minorities, such as the Wharton School of Business at the University of Pennsylvania.

Making contacts with leaders of national minority organizations also should be a part of a recruitment plan, he says. Consortium for Graduate Study in Management, a fellowship program designed to hasten the entry of minorities into managerial business positions, is one organization replete with minority marketing talent, says Linda Cooper, director of minority affairs at Hallmark Cards.

Finding senior minority marketers takes even more work.

Mr. Shackelford suggests companies supplement the on-campus search for recruits with a visit to alumni offices and college minority directors. An increasing number of college alumni departments have adopted the role of job-placement companies.

"Once you get away from the institution you graduated from, there are precious little places you can go" to find help in a job search, says Ron Anderson, director of minority affairs at the University of Chicago. The university created an alumni career-management program in July 1989, and Mr. Anderson keeps a data base on minority alumni and gives corporate referrals.

Executive search agencies are a possible but costly route, Mr. Shackelford says. Such companies also often don't conduct searches based on race, Ms. Raynolds adds.

Good alternatives are professional organizations, such as the National Business League, which is composed of minority businesses, and professional associations. The league offers members the services of its corporate advisory council, which helps match human-resource managers with minority candidates.

Once a company locates the right candidates, they must be wooed by minorities in senior management roles, Mr. Allen says.

"If minority candidates see minority people in decision-making positions, they will see your company . . . is truly interested in them and what they bring to the table," he says. □

DataTrack

CYNTHIA WATSON

Foltz rises in Cleveland

AGENCY

CLEVELAND—C. Henry Foltz has been named to the vacant post of president-chief operating officer at Liggett-Stashower.

Mr. Foltz previously was an exec VP-group account director. He joined the agency in 1972.

Also, Exec VPs Thomas Case and Edmund Kagy have been promoted to the new title of vice chairman. Mr. Case continues as chief creative director; Mr. Kagy remains director of graphic services.

Other people moving:

■ **Toni Lee** to VP-director of public relations, Grey Advertising, New York, from VP-account manager, Howard J. Rubenstein Associates. She succeeds **Dorothy Marcus**, who took a similar post at J. Walter Thompson USA earlier this year.

J. Bomarito

J. Putman

■ **Priscila Aviles-Hayes**, 32, to associate creative director, a new post at Sosa, Bromley, Aguilar & Associates, San Antonio, Texas, from national Hispanic broadcast production manager, J.C. Penney Co., Dallas. Also to associate creative director: **Ruben Cubillos**, 35, from senior art director, and **Joseph Guerra**, 32 from art director.

■ **John Bomarito** to senior account exec, a new post at Intergroup Marketing & Promotions, a subsidiary of D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich., from the same title at McCann-Erickson Worldwide, Troy, Mich. Also: **Janice Putman**, 29, to associate creative director-Cadillac, a new post, from senior copywriter. □

Hufford heads Hachette unit

MEDIA

NEW YORK—Hachette Magazines consolidated publishing responsibilities for *Car & Driver* and *Road & Track*, naming Donald M. Hufford VP-group publisher of the new Hachette Automotive Group.

Mr. Hufford since 1985 has been VP-publisher of Ann Arbor, Mich.-based *Car & Driver*, a title he will retain. He will also add the title of publisher of *Road & Track*, succeeding Richard Bartkus, who retired in May.

Donald K. Reis, who had served as acting publisher of *Road & Track*, remains VP-advertising director.

Mr. Hufford joined *Car & Driver* in 1974 as ad director.

The consolidation of the titles' publishing functions follows similar moves at Hachette's photography, audio and home magazines. The editorial staffs will remain separate.

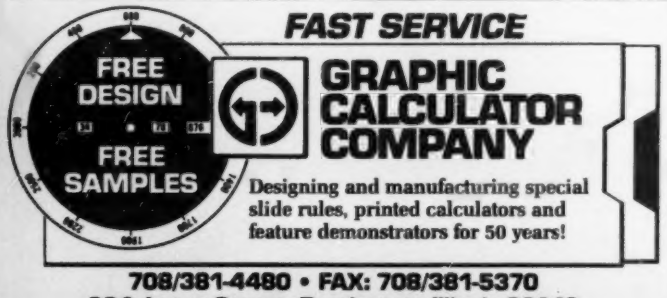
Other people moving:

■ **Licia Hahn** to marketing director, a new post at *European Travel & Life*, New York, from promotion director.

■ **Janet Davy**, 33, to associate Mideastern manager, a new post at *Better Homes & Gardens*, Detroit, from sales representative.

■ **Laura Hagan** to Eastern general sales manager-New York, a new position at CBS Hispanic Radio Network, from New York sales manager for Katz Hispanic Radio.

■ **John Kilcullen**, 32, to president-ceo, IDG Books Worldwide, San Mateo, Calif., from VP-publisher. He succeeds **Jonathan Sacks**, who remains president-ceo, InfoWorld Publishing, Menlo Park. □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ADVERTISER

AmEx names Golub president

NEW YORK—Harvey Golub, 52, has been named to the new post of American Express Co. president.

He becomes part of a new two-person office of the chairman that also includes James D. Robinson III, 55, chairman-ceo. Mr. Golub, formerly vice chairman at AmEx, remains chairman of AmEx's Minneapolis-based IDS Financial Services unit but hands the ceo title to Jeffrey E. Stiefler, IDS president.

Other people moving:

■ **Christine Moossmann** to manager of advertising, a new post at Olympus Corp., Woodbury, N.Y., from advertising administrator.

■ **Aagje M.T. Nourse**, 48, to exec VP, a new post at Bombay Co., a home furnishings retailer based in Fort Worth, Texas, from VP-marketing. Also: **Michael L. Glazer**, 43, to VP of Bombay, while remaining president of the corporation's largest division, Bombay Co. □

OBITUARY

■ Robert Sansone, 49, former president of Mattel USA, died July 15 of cancer of the lymph nodes at his home in Marina del Rey, Calif. Mr. Sansone joined Mattel in 1987 and helped direct its turnaround before stepping down last October. He then took a part-time post so he could pursue avocations such as painting and rock climbing.

Mr. Sansone worked for General Foods Corp. from 1963 to 1987 in various international and general management posts. He was group VP-customer support services when he left in 1987. □ –

Magazine ad page leaders

Publishers Information Bureau figures for the first half of 1991 show the deepest and longest slump in 20 years (AA, July 22). Listed here are the January through June figures for the top 100 titles tracked by PIB.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bride's	1,694.61	(4.3)	31,801,752	1.0
2	Business Week	1,550.21	(24.1)	93,226,026	(18.5)
3	Forbes	1,449.18	(19.7)	64,906,939	(16.9)
4	Modern Bride	1,419.60	5.0	22,666,912	1.6
5	People	1,419.38	(16.4)	147,952,510	(7.6)
6	Vogue	1,194.77	(11.8)	48,537,336	(3.3)
7	Fortune	1,183.94	(23.5)	62,466,860	(15.2)
8	TV Guide	1,172.37	(18.6)	138,244,099	(11.0)
9	The Economist	1,138.47	(15.3)	10,777,301	(7.5)
10	Sports Illustrated	1,022.67	(17.7)	140,135,828	(10.2)
11	Cosmopolitan	1,012.09	(7.7)	64,604,150	(1.2)
12	Entrepreneur	1,009.82	0.4	10,994,014	14.3
13	New York Magazine	992.55	(18.6)	17,025,482	(13.6)
14	Time	984.25	(21.2)	148,497,101	(13.4)
15	Golf World	894.13	(3.6)	7,927,633	7.2
16	Newsweek	875.83	(18.2)	101,827,770	(14.4)
17	U.S. News & World Report	834.04	(6.4)	71,606,530	0.1
18	Glamour	827.05	(9.8)	44,719,180	(3.2)
19	The New Yorker	792.74	(24.0)	22,109,724	(17.2)
20	Elle	791.28	(22.5)	26,370,718	(12.5)
21	Good Housekeeping	776.50	(6.5)	80,616,693	3.4
22	Sunset	761.71	(1.8)	22,797,233	(5.3)
23	Rolling Stone	760.20	(17.7)	30,476,367	(8.6)
24	Skin Diver	744.75	2.5	7,591,836	10.7
25	Ladies' Home Journal	742.99	(2.6)	57,267,299	5.9
26	Family Circle	741.82	(11.9)	64,111,855	(7.0)
27	American Way	716.39	(18.5)	10,727,851	(8.8)
28	Muscle & Fitness	716.20	13.0	13,104,723	20.8
29	GQ	705.84	(19.9)	19,403,711	(10.9)
30	Yachting	703.66	(17.6)	4,668,171	(12.3)
31	Travel & Leisure	693.19	(3.7)	29,111,873	(1.4)
32	Parents	670.28	(7.0)	30,023,939	2.3
33	Golf Digest	669.76	(10.1)	39,015,115	3.6
34	Texas Monthly	660.62	(2.0)	7,593,677	(0.9)
35	Mademoiselle	639.65	(14.7)	22,210,589	(9.5)
36	Better Homes & Gardens	636.80	(0.9)	78,250,925	9.7
37	Car & Driver	633.30	2.3	25,692,312	9.0
38	Popular Photography	628.81	5.1	14,717,033	2.5
39	Golf Magazine	627.59	(9.4)	23,208,307	5.1
40	Architectural Digest	615.30	(29.9)	17,183,091	(26.4)
41	Southern Living	600.29	(12.0)	32,014,588	(5.6)
42	Woman's Day	584.92	(22.0)	45,064,404	(16.2)
43	Vanity Fair	584.21	(9.4)	20,897,851	(8.0)
44	Money	582.64	(7.6)	39,895,499	3.1
45	Bicycling	569.58	(8.5)	8,645,423	(0.8)
46	Gourmet	568.51	(10.1)	17,043,496	0.2
47	Redbook	534.52	(6.6)	35,490,963	0.3
48	Salt Water Sportsman	533.46	(19.0)	3,904,853	(9.1)
49	Road & Track	529.77	(1.9)	15,947,884	0.0
50	Black Enterprise	520.79	1.4	7,704,557	12.6
51	Harper's Bazaar	520.73	(19.6)	15,227,486	(12.4)
52	Jet	503.00	(1.3)	8,888,830	3.6
53	W Magazine	488.85	(23.6)	11,996,642	(18.6)
54	McCall's	488.33	0.1	39,043,309	10.7
55	Ebony	483.44	(13.3)	18,615,539	(5.0)
56	Town & Country	475.11	(36.8)	13,191,865	(27.2)
57	Seventeen	474.64	(23.9)	16,740,870	(11.2)
58	Country Living	471.82	(14.6)	21,388,110	(3.9)
59	Self	465.72	(27.7)	19,237,073	(21.8)
60	Four Wheeler	462.63	(3.1)	4,251,456	13.2
61	Conde Nast Traveler	459.89	(14.4)	13,730,453	(8.9)
62	Reader's Digest	457.44	(18.5)	49,938,538	(14.7)
63	Mirabella	452.60	(11.5)	9,384,487	17.6
64	Motor Trend	447.82	2.9	16,937,997	6.4
65	Bon Appetit	447.64	(13.1)	14,382,821	(7.0)
66	Inc.	446.22	(14.2)	20,349,401	(3.7)
67	HG	445.32	(16.3)	11,994,074	(6.8)
68	Outside Magazine	432.48	9.3	8,634,926	20.5
69	Smithsonian	425.71	(12.6)	9,010,522	(6.2)
70	Compute	424.69	NA	3,771,542	NA
71	Parenting	416.58	9.8	9,907,063	48.3
72	Working Woman	415.04	(12.2)	13,749,028	(5.4)
73	Metropolitan Home	410.59	(29.7)	14,901,853	(19.4)
74	Entertainment Weekly	408.60	6.4	9,695,413	21.9
75	San Francisco Focus	408.07	(28.8)	2,845,449	(25.6)
76	Bassmaster	402.19	(8.6)	8,358,625	(4.2)
77	Field & Stream	395.18	(8.2)	18,526,526	7.8
78	Esquire	394.43	(34.3)	12,975,867	(30.6)
79	Hot Rod	393.58	(5.6)	9,777,994	(0.7)
80	Automobile Magazine	392.01	3.2	10,297,462	47.6
81	Outdoor Life	391.13	(3.1)	13,071,900	9.5
82	Delta Sky	387.69	(11.6)	11,112,025	3.2
83	Sports Afield	387.47	0.9	8,000,280	8.2
84	Playboy	373.08	6.7	24,326,350	3.6
85	New Woman	371.11	(18.2)	10,375,012	(6.6)
86	Essence	368.70	(18.4)	10,331,258	(8.8)
87	Popular Science	367.92	(7.8)	11,195,969	2.5
88	Popular Mechanics	362.89	(10.1)	12,996,606	0.4
89	Penthouse	353.90	13.1	14,572,996	12.2
90	Tennis	352.91	(3.9)	12,317,964	4.5
91	House Beautiful	349.71	(6.1)	14,697,646	9.5
92	Financial World	343.88	(35.9)	8,183,672	(34.6)
93	Art & Antiques	343.47	(27.8)	2,566,684	(6.3)
94	Yankee	343.09	(9.1)	4,664,293	3.8
95	Omni	337.90	9.3	9,205,605	(6.4)
96	Working Mother	337.84	(6.8)	8,316,933	0.5
97	Premiere	334.85	(12.6)	6,755,824	(0.1)
98	Shape Magazine	328.67	0.0	5,762,396	(9.8)
99	Atlantic	301.95	(7.2)	5,490,429	4.8
100	National Journal	300.33	(15.4)	2,081,449	(13.5)

Percent change compares January-June in 1991 with 1990. Source: Publishers Information Bureau

CONSUMER MAGAZINE AD LINAGE

	June 1991	June 1990	Year-to-date 1991	Year-to-date 1990
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	142.0	154.6	766.9	893.1
Automobile Magazine C.	69.1	74.9	392.0	379.8
Car & Driver C.	116.8	132.9	633.3	619.3
Car Collector & Car Classics	26.0	19.0	126.0	130.0
Car Craft	81.1	87.6	357.7	421.1
Circle Track	93.9	77.3	513.6	522.3
Cycle	42.9	60.0	245.2	267.4
Cycle World	54.8	68.4	280.6	301.7
Dirt Rider	51.7	55.6	251.2	251.8
Dune Buggies & Hot VWs	69.2	75.5	401.9	415.2
Easyriders	41.9	31.2	234.5	159.9
Family Motor Coaching	154.8	185.3	975.8	1,004.1
Four Wheeler C.	76.7	97.9	462.6	477.2
Hot Rod C.	91.6	80.6	393.6	416.8
Motorcyclist	60.9	65.7	295.3	273.6
Motor Trend C.	97.1	95.1	447.8	435.2
Motorhome	87.8	98.3	492.7	576.6
Petersen's 4 Wheel	89.0	110.9	416.2	482.3
Rider	46.0	48.4	193.5	221.6
Road & Track C.	94.5	104.5	529.8	539.7
Trailer Life	85.6	95.5	490.6	546.8
Total Group	**1,575.4**	**1,819.1**	**8,900.7**	**9,335.3**
% change	**-7.9%**		**-4.7%**	
■ Boating & yachting				
Boating	87.5	110.3	606.1	847.6
Chesapeake Bay	31.3	48.3	179.7	269.4
Cruising World	92.7	89.3	628.3	672.7
Lakeland Boating (11X)	63.5	83.5	406.5	520.5
Motor Boating & Sailing	93.4	125.5	623.9	816.6
Sail	97.7	81.1	619.7	695.0
Sailing World	49.8	50.2	302.7	325.8
Trailer Boats (11X)	43.7	58.3	322.7	497.2
Yachting C.	122.8	143.6	703.7	854.4
Total Group	**682.4**	**790.0**	**4,393.3**	**5,499.2**
% change	**-13.6%**		**-20.1%**	
■ Civic/fraternal				
Elk (10X)	17.3	13.0	95.4	93.3
Kiwanis	19.2	14.9	102.1	101.5
Lion (10X)	7.0	4.3	46.0	24.2
Rotarian	12.8	16.7	99.8	97.8
V.F.W. (11X)	24.9	30.5	169.7	164.8
Total Group	**81.2**	**79.4**	**513.0**	**481.6**
% change	**2.2%**		**6.5%**	
■ General				
American Health (10X) C.	30.8	26.3	155.5	269.8
American Heritage (8X) C.	—	—	177.3	162.5
American Legion	30.6	25.6	202.9	167.2
Art & Antiques (10X) C.	50.1	94.9	340.5	476.2
ARTnews (10X)	87.2	116.5	533.5	721.2
The Atlantic A. C.	47.4	56.7	302.0	325.4
Bon Appetit A. C.	56.4	61.3	447.6	515.2
Buena Salud	21.0	—	148.4	73.6
Cable Guide C.	18.4	20.0	147.2	165.9
Caribbean Travel & Life (6X)	—	—	185.1	119.7
Changing Times C.	47.2	58.9	287.5	336.2
Conde Nast Traveler C.	57.8	79.1	459.9	537.1
Connoisseur C.	31.0	55.2	276.0	365.7
Consumers Digest (6X) C.	—	—	68.2	82.2
Cooking Light C.	—	—	181.2	184.4
Country America (10X) C.	34.1	22.1	210.9	142.8
Departures N. America (6X)	35.5	42.7	172.4	129.8
Ebony C.	71.0	80.2	483.4	557.6
Endless Vacation (8X) C.	—	—	102.0	162.3
European Travel & Life (10X) C.	30.6	53.4	240.7	274.2
Food & Wine C.	49.8	54.1	269.9	349.5
Golden Years (6X)	—	—	88.7	108.2
Gourmet C.	99.0	104.7	568.5	632.2
Harper's Magazine A. C.	30.2	31.8	187.4	183.3
Islands (6X)	—	—	227.9	186.5
Let's Live	48.0	41.0	266.0	291.0
Life C.	24.4	55.9	251.6	352.2
Longevity C.	46.7	40.0	265.3	201.2
Mature Outlook (6X) C.	—	—	125.1	113.1
Modern Maturity (6X) C.	28.7	32.8	97.7	109.7
Money C.	101.0	117.5	582.6	630.3
National Geographic C.	21.4	16.8	139.4	137.9
National Geographic Traveler (6X) C.	—	—	145.3	157.6
Natural History C.	21.3	28.4	194.1	261.9
New Choices C.	32.2	24.4	165.8	177.7
Prevention C.	49.9	52.3	248.0	307.8
Reader's Digest A. C.	86.5	90.9	457.4	561.0
Saturday Evening Post (9X) C.	—	—	135.4	147.0
Smithsonian C.	59.0	74.3	425.7	486.8
Spin C.	38.2	38.9	242.7	248.2
Town & Country C.	93.0	122.9	475.1	751.3
Travel-Holiday C.	35.3	31.3	272.8	242.4
Travel & Leisure C.	128.6	99.2	693.2	719.6
Travelhost	1,145.1	1,345.0	6,578.6	7,605.0
Vanity Fair C.	90.3	105.0	584.2	644.8
Yankee C.	51.7	61.9	343.1	377.5
Total Group	**2,929.3**	**3,361.6**	**19,156.8**	**21,752.4**
% change	**-12.9%**		**-11.9%**	
■ Home				
Architectural Digest A. C.	93.8	138.4	615.3	877.1
Better Homes & Gardens C.	94.2	115.0	636.8	642.6
Colonial Homes (6X) C.	55.6	63.1	152.3	161.4
Columbus Monthly-Homes (4X)	—	—	39.1	57.2
Country Home (6X) C.	74.9	73.3	184.5	187.7
Country Life (6X)	—	—	159.2	154.7
Country Living C.	77.1	98.6	471.8	552.7
Decorating Remodeling (8X) C.	48.3	40.9	192.3	205.1
Family Handyman (10X) C.	34.8	23.9	263.8	208.1
Florida Home & Garden	26.4	39.5	252.8	424.8
Flower & Garden (6X)	—	—	89.3	88.4
Home C.	42.7	45.1	294.2	341.8
Home Mechanix C.	50.6	64.0	236.2	299.5
Homeowner (10X) C.	26.7	17.7	152.7	143.1
Horticulture (10X)	48.7	40.1	291.2	288.0
House Beautiful C.	47.2	59.8	349.7	372.5
HG C.	65.5	79.1	445.3	531.8
Metropolis (10X)	31.7	46.2	272.0	309.6
Metropolitan Home C.	49.5	70.2	410.6	584.3
Midwest Living C.	76.0	86.3	219.9	214.8
1,001 Home Ideas C.	34.6	42.7	267.0	356.6
Organic Gardening (9X) C.	—	—	251.0	230.3
Phoenix Home/Garden	35.2	46.7	289.6	404.7
Practical Homeowner (9X) C.	57.7	45.8	251.3	203.6
San Diego Home/Garden	60.5	66.0	397.8	448.7
Southern Accents (11X) C.	36.2	58.3	230.4	384.9
Southern Living C.	96.7	132.3	600.3	681.9
Sunset Magazine A. C.	137.1	124.0	761.7	775.3
Workbench (6X)	—	—	90.8	63.5
Total Group	**1,401.4**	**1,616.9**	**8,868.7**	**10,194.4**
% change	**-13.3%**		**-13.0%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	108.5	122.7
Alaska Airlines	59.9	77.8	325.1	433.7
America West Airlines	67.6	84.5	395.6	466.2
American Way (24X) C.	119.7	158.0	716.4	878.9
Continental Profiles	40.2	51.4	232.8	315.1
Delta Sky C.	58.6	80.9	387.7	438.4
Pan Am Clipper	24.3	50.1	180.5	287.8
Southwest Spirit	60.7	53.6	328.9	314.2
Spirit of Aloha	30.5	34.1	205.7	202.4
Trump's	35.8	63.1	149.4	190.9
TWA Ambassador (10X)	—	39.0	162.8	236.5
United Vis 'A Vis	62.0	72.9	405.0	417.7
US Air Magazine	63.2	54.1	391.4	367.3
Total Group	**622.5**	**829.5**	**3,980.8**	**4,671.8**
% change	**-25.0%**		**-14.6%**	
■ Men's				
Esquire A. C.	62.6	112.4	394.4	600.5
Firehouse Magazine	44.3	48.6	251.9	212.1
Gentlemen's Quarterly A. C.	93.5	116.3	705.8	881.5
M Inc. C.	30.1	46.2	259.7	354.6
Men's Fitness	39.3	25.8	205.7	172.2
Men's Health (6X)	—	—	73.9	52.2
Muscle & Fitness C.	117.7	111.5	716.2	633.8
Penthouse A. C.	60.5	57.1	353.9	312.9
Playboy A. C.	74.1	64.4	373.1	349.7
Total Group	**522.1**	**582.3**	**3,334.6**	**3,569.5**
% change	**-10.3%**		**-6.6%**	
■ Metropolitan				
Aloha (6X)	—	—	105.5	132.8
Annapolitan	32.8	56.7	235.8	406.6
Atlanta	68.3	74.6	419.3	420.4
Baltimore	42.8	44.8	274.8	355.5
Boston	72.6	93.9	444.6	606.1
Chicago	76.5	89.7	446.0	544.7
Chicago's North Shore	78.4	81.4	443.7	538.0
Cincinnati	30.1	31.9	197.6	221.1
Cleveland	38.6	50.8	234.8	269.9
Columbus Monthly	43.3	55.9	255.6	363.3
Connecticut	68.0	81.7	368.2	530.0
D/Magazine	51.1	60.5	287.2	236.7
Detroit Monthly	41.8	60.8	277.9	361.3
Diablo	42.0	58.0	314.0	407.0
Grand Rapids	39.0	41.3	148.2	183.1
Gulf Coast (13X)	30.9	33.1	449.5	289.0
Honolulu	37.4	52.5	258.0	307.2
Houston Metropolitan Magazine	45.0	75.3	380.7	379.8
Inside Chicago (8X)	—	—	54.5	71.0
L.A. Style	87.0	139.0	447.0	657.1
Los Angeles	84.6	146.6	541.7	823.1
Louisiana Life (6X)	—	—	87.0	90.0
Madison	42.0	50.0	204.0	245.0
Memphis	49.8	45.8	289.4	304.6
Mid Atlantic Country	56.2	52.7	319.0	276.3
Milwaukee	87.7	46.5	354.0	348.3
Minneapolis/St. Paul	87.1	97.1	494.7	523.8
Minnesota Monthly Mag.	49.5	59.4	306.4	399.2
New Jersey Monthly	47.3	65.5	269.8	408.2
New York Woman (10X)	33.4	54.5	165.4	228.0
Ohio	63.3	63.8	277.3	330.5
Orlando	80.1	79.3	542.1	560.3
Pacific Northwest	28.5	43.8	177.2	291.1
Palm Beach Life	20.2	31.6	261.5	423.0
Palm Springs Life	55.7	59.0	691.5	763.8
Philadelphia	86.0	106.9	593.5	728.1
Phoenix	23.8	28.1	167.3	218.0
Pittsburgh	88.2	100.3	395.2	416.4
Rhode Island Monthly	29.0	49.0	215.0	311.0
Sacramento Magazine	34.7	69.2	283.7	342.1
St. Louis	87.3	47.0	265.6	271.5
San Diego	105.6	131.8	570.8	770.4
San Francisco Focus C.	71.0	94.2	408.1	573.1
Sarasota (10X)	45.3	48.0	400.2	524.0
South Florida Magazine	43.3	96.7	313.8	556.8
Texas Monthly C.	111.0	105.4	660.6	673.8
The Washingtonian	96.5	118.1	575.7	785.8
Total Group	**2,532.4**	**3,071.8**	**15,873.2**	**19,486.6**
% change	**-17.6%**		**-18.5%**	
■ Music/entertainment				
Audio	86.8	91.2	484.7	513.9
Dance Magazine	43.4	41.7	357.6	359.5
Playbill	43.5	40.2	252.9	277.2
Premiere C.	56.8	79.6	334.9	383.2
Video Magazine	70.0	70.0	402.3	389.5
Total Group	**300.5**	**322.7**	**1,812.2**	**1,923.2**
% change	**-6.9%**		**-5.8%**	
■ Outdoor & sport				
Alaska	36.8	37.8	264.5	251.1
The American Handgunner (6X)	—	—	160.0	172.0
American Hunter	14.8	17.4	88.3	101.2
American Rifleman	19.4	24.5	119.5	132.8
Backpacker (8X) C.	34.3	33.2	157.3	138.6
Bassmaster (10X) A. C.	37.2	47.3	402.2	440.0
Bicycling (9X) C.	108.9	126.4	569.6	622.7
Body Boarding (8X)	34.0	56.4	89.7	127.3
Ducks Unlimited (6X)	—	—	78.8	78.2
Field & Stream C.	67.7	66.8	395.2	430.6
Fishing World (6X)	—	—	98.1	161.8
Flex	83.3	69.5	460.7	393.4
Florida Sportsman	86.3	109.6	697.6	827.2
Golf Digest C.	137.2	144.7	669.8	745.1
Golf Illustrated C.	51.2	68.9	271.8	299.8
Golf Magazine C.	81.6	108.4	627.6	692.7
Guns	36.0	40.0	196.0	239.0
Guns & Ammo	37.0	45.4	214.9	273.6
In-Fisherman (7X)	42.0	33.5	347.5	356.2
Outdoor Life C.	54.6	63.2	391.1	403.7
Outside Magazine C.	71.4	78.0	432.5	395.8
Petersen's Hunting	26.4	38.0	189.1	215.0
Runner's World (12X) C.	42.3	46.5	296.4	210.3
Salt Water Sportsman C.	71.0	81.9	533.5	658.8
Shooting Times	34.2	27.6	168.5	180.1
Sierra (6X)	—	—	128.9	112.5
Ski (8X) A. C.	—	—	287.0	292.8
Skiing (7X) A. C.	—	—	229.6	230.0
Skin Diver C.	144.7	152.5	744.8	726.9
Southern Outdoors (9X)	—	—	209.5	230.1
Southern/Western Links (6X)	—	—	112.8	107.2
Sport Magazine C.	38.5	41.7	203.5	183.2
Sports Afield C.	62.7	44.0	387.5	383.9
Surfing	44.3	61.0	342.5	409.0
Tennis C.	61.9	76.1	352.9	367.3
Volleyball (9X)	39.8	—	93.5	—
Waterski (10X)	65.5	73.1	371.5	392.8
Western Outdoors (9X)	20.6	29.6	140.5	196.2
WindRider (8X)	60.6	69.7	230.9	266.8
World Tennis C.	42.5	35.9	215.8	215.4
Total Group	**1,788.7**	**1,948.4**	**11,971.3**	**12,660.9**
% change	**-8.2%**		**-5.4%**	
■ Photography				
American Photo (6X) C.	—	—	149.2	143.8
Petersen's Photographic	49.1	28.6	204.7	145.1
Popular Photography C.	108.9	102.7	628.8	598.4
Total Group	**158.0**	**131.3**	**982.7**	**887.3**
% change	**20.4%**		**10.8%**	
■ Science/electronic/mech				
Discover C.	22.9	35.1	181.5	215.0
Home Office Computing C.	26.9	42.0	214.1	285.6
Omni C.	55.1	45.5	337.9	309.1
Popular Mechanics C.	63.3	61.8	362.9	403.5
Popular Science C.	74.6	78.2	367.9	398.9
Scientific American C.	36.2	45.5	299.7	235.1
Spectrum C.	40.8	55.5	265.6	317.5
Total Group	**319.8**	**363.5**	**2,029.7**	**2,164.6**
% change	**-12.0%**		**-6.2%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C.	443.2	476.0	1,694.6	1,770.9
Child (10X) C.	57.0	44.6	279.6	281.0
Cosmopolitan A. C.	184.5	155.6	1,012.1	1,096.5
Elle C.	84.3	131.9	791.3	1,020.4
Essence C.	57.4	55.7	368.7	451.8
Family Circle (17X) A. C.	134.3	181.2	741.8	841.7
Glamour C.	92.7	166.2	827.1	917.0
Good Housekeeping A. C.	122.1	151.2	776.5	830.6
Harper's Bazaar C.	50.8	65.4	520.7	647.5
Health C.	40.9	33.6	217.5	212.6
Imagen	62.6	84.6	437.7	504.9
Ladies' Home Journal C.	119.5	113.7	743.0	762.7
Lear's C.	28.8	47.5	232.6	323.8
Mademoiselle C.	82.5	118.4	639.7	750.1
McCall's C.	75.7	84.1	488.3	488.1
Military Lifestyle (10X)	52.2	64.1	261.0	337.1
Mirabella C.	53.9	78.2	452.6	511.2
Modern Bride (6X) C.	411.7	326.4	1,419.6	1,351.6
New Woman C.	46.0	68.3	371.1	453.9
Parenting (10X) C.	115.0	91.8	416.6	379.3
Parents Magazine A. C.	97.8	132.9	670.3	720.5
Redbook C.	67.3	108.1	534.5	572.4
Self C.	64.7	79.0	465.7	644.1
Seventeen C.	57.2	76.5	474.6	623.7
Shape C.	54.7	59.8	328.7	328.5
Soap Opera Digest (26X) C.	32.7	25.6	214.5	207.1
Teen Magazine	32.8	28.2	250.4	276.3
True Story A. C.	38.0	52.5	250.3	323.7
Victoria C.	33.8	42.5	251.0	273.0
Vogue C.	107.0	152.7	1,194.8	1,354.7
W Magazine (26X) C.	31.9	43.2	488.9	639.5
Weight Watchers C.	27.5	30.7	195.8	211.7
Woman's Day (15X) A. C.	106.9	112.7	584.9	749.5
Workbasket (6X)	—	—	65.8	39.5
Working Mother C.	59.0	56.8	337.8	362.4
Working Woman C.	59.6	61.8	415.0	472.7
Total Group	**3,185.6**	**3,601.2**	**19,415.0**	**21,731.9**
% change	**-11.5%**		**-10.7%**	
■ Youth				
Boys' Life C.	14.4	12.6	99.1	103.7
Campus Life (10X)	—	—	235.3	204.5
Total Group	**14.4**	**12.6**	**334.4**	**308.2**
% change	**13.9%**		**8.5%**	
■ Business/national				
Barron's	125.3	158.6	744.6	870.8
Black Enterprise C.	210.4	183.4	520.8	513.8
Business Week (52X) A. C.	286.6	490.5	1,550.2	2,041.8
Economist (52X) C.	215.8	243.2	1,138.5	1,344.6
Entrepreneur C.	154.5	160.1	1,009.8	1,005.7
Financial World (26X) C.	83.5	70.9	343.9	536.7
Forbes (26X) C.	201.1	301.3	1,449.2	1,805.0
Fortune (26X) C.	286.2	301.4	1,183.9	1,547.0
Frequent Flyer	35.1	41.5	213.3	240.5
Futures	35.7	43.3	235.9	246.2
Harvard Bus. Rev. (26X) C.	—	—	161.3	182.3
Inc. Magazine C.	107.2	78.6	446.2	520.3
Income Opportunities	63.8	69.5	433.2	439.0
Industry Week (23X) A.	78.4	94.3	434.9	531.8
Nation's Business (12X) A. C.	28.5	29.5	157.6	158.3
Success C.	37.1	32.5	230.5	174.5
Total Group	**1,949.2**	**2,298.4**	**10,253.7**	**12,158.3**
% change	**-15.2%**		**-15.7%**	
■ Business/regional				
Bus. First-Columbus (52X)	77.9	86.6	586.7	512.0
Bus. Jrnl.-Milwaukee (52X)	121.1	130.2	678.7	887.5
Bus. Jrnl.-Sacramento (52X)	76.8	73.2	448.7	507.6
Bus. North Carolina	43.3	56.8	205.0	250.3
Capital Dist. Bus. Review (52X)	109.1	80.1	473.1	4[illegible]
Caribbean Business	117.1	157.9	575.7	723.6
Corporate Rpt. Minnesota	46.3	47.5	279.0	268.1
Crain's Chicago Bus. (52X)	107.9	141.9	633.9	840.5
Crain's Cleveland Bus. (52X)	54.4	67.5	353.6	450.6
Crain's Detroit Bus. (52X)	59.3	85.0	377.4	530.6
Crain's New York Bus. (52X)	56.0	84.0	345.0	411.0
Florida Trend (13X)	35.4	36.0	221.9	289.1
Georgia Trend	41.0	57.3	216.3	266.9
Grand Rapids Bus. Jrnl.	46.4	57.1	316.9	330.1
Hawaii Business	39.2	42.3	271.9	294.7
Houston Bus. Jrnl. (52X)	117.7	78.5	671.3	375.5
Indianapolis Bus. Jrnl. (52X)	126.2	162.2	705.7	856.7
Nashville Business & Lifestyle B.	21.4	—	119.4	—
New England Bus. (12X) A.	23.7	30.3	144.7	197.2
New Orleans City Bus.	68.8	52.5	451.8	297.5
Pacific Bus. News (52X)	107.0	110.2	617.3	611.4
Philadelphia Business Journal (52X)	94.8	96.2	420.0	493.8
Pittsburgh Bus. Times (52X)	54.0	88.9	328.2	570.2
Providence Business News	49.9	57.0	373.7	389.7
Regardie's/Washington (7X)	85.0	105.0	352.0	571.0
St. Louis Bus. Jrnl. (52X)	123.6	97.0	751.4	638.8
Warfield's/Maryland (26X)	58.0	51.7	326.0	361.8
Total Group	**1,939.7**	**2,133.0**	**11,125.7**	**12,342.8**
% change	**-9.1%**		**-6.9%**	
■ National Sunday mags				
Parade (52X) C.	65.8	53.3	371.5	340.0
USA Weekend (52X) C.	64.2	48.7	331.6	321.4
Vista Magazine (12X)	8.8	16.7	88.1	108.7
Total Group	**138.8**	**118.8**	**791.2**	**770.1**
% change	**16.9%**		**2.7%**	
■ Newspaper Sunday magazine				
Boston Globe	107.4	147.4	716.2	1,027.2
Chicago Tribune	92.9	122.2	553.5	744.3
Cleveland Plain Dealer	39.6	47.7	260.5	349.6
The Dallas Morning News	44.5	47.3	285.0	306.4
Detroit Free Press	36.0	54.0	225.0	309.0
L.A. Times C.	89.7	62.0	400.5	491.5
New York Times Mag. C.	193.8	268.7	1,380.1	1,871.6
Philadelphia Inquirer	38.6	103.3	395.7	561.6
Seattle Times	85.0	69.0	398.0	461.0
St. Louis Post Dispatch	102.7	79.3	498.8	456.9
Toledo Blade Magazine	32.4	29.4	194.3	200.9
Washington Post	69.1	97.3	478.3	649.9
Total Group	**931.6**	**1,127.5**	**5,785.9**	**7,429.9**
% change	**-17.4%**		**-22.1%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	180.6	150.3	1,088.4	792.9
Army Times Military Group:				
Air Force Times (52X)	192.5	133.5	848.8	894.4
Army Times (52X)	189.1	138.2	831.7	889.2
Navy Times (52X)	196.2	143.7	884.8	937.7
Capper's (26X)	15.9	23.4	165.0	179.8
Commonweal (22X)	4.0	4.8	46.7	60.0
Entertainment Weekly (52X) C.	92.9	72.9	408.6	383.9
Golf World (41X) C.	133.1	181.8	894.1	927.0
Grit (52X) A.	25.3	29.4	208.0	227.0
Jet (52X) C.	82.0	80.0	503.0	509.7
National Journal (50X) C.	58.0	72.0	300.3	354.8
National Review (25X)	33.3	29.4	209.5	182.0
New Republic (48X)	45.9	38.1	248.5	242.7
New York Mag. (50X) C.	136.9	167.7	992.6	1,218.7
New Yorker C.	151.9	132.2	792.7	1,042.7
Newsweek (52X) A. C.	151.0	168.3	875.8	1,071.1
People (51X) C.	205.4	268.7	1,419.4	1,697.0
Rolling Stone (25X) C.	143.8	157.5	760.2	923.6
Sporting News (52X) C.	26.8	39.6	190.1	255.5
Sports Illustrated (52X) A. C.	175.1	185.1	1,022.7	1,242.8
Time (52X) A. C.	168.5	194.6	984.3	1,248.8
TV Guide (52X) A. C.	134.6	152.6	1,172.4	1,440.2
US Magazine (26X) C.	39.8	55.8	220.6	365.1
U.S. News & World Report (50X) A. C.	142.1	146.9	834.0	891.2
Total Group	**2,724.7**	**2,766.5**	**15,902.2**	**17,977.6**
% change	**-1.5%**		**-11.5%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

NOTE

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